CANADIAN MOVING PICTURE
DIGEST
JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 47, NO. 6 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | FEBRUARY 5, 1955

Utilize TV States Exhibitor Head

On The beam

By JAY L. SMITH

Sorry I was out of town last week and missed two important affairs, the Famous Players 25-Year Club Inductions, and the Variety Club's Testimonial Dinner for Jack Kent Cooke. Those who attended, tell me that the 25-Year Club Dinner was a most auspicious occasion, with the top brass of F-P being inducted into the Club. Norman Robertson, Q.C., chief legal counsel for Famous Players, and a director of the company, acted as toast-master, and I hear he was in rare form.

In addition to J. J. Fitzgibbons, Rube Bolstad, Morris Stein, Jimmy Nairn and Mort Margolius, two important partners of F-P were inducted in the persons of George Ganetakos, president of United Amusement Co., Montreal, and William Summerville, Sr. of Toronto. Altogether, there were 33 new members inducted into the 25-Year Club, including one lady, Mrs. O'Shea, cashier at the Capitol Theatre, Halifax.

On Wednesday evening, Jack Kent Cooke, president of the Toronto Maple Leaf Baseball Club was honored with a special dinner and presentation by Variety Club Tent No. 28, in recognition of the vast help and assistance given to the local Tent and Variety Village by Mr. Cooke.

J. J. Fitzgibbons made the presentation to Jack Cooke of a pair of specially-designed gold cuff links, and in making the presentation paid tribute to the manner in which Jack Cooke has carried on the tradition of cooperation between the baseball club and Variety, which was initiated by the late Peter Campbell, when he headed the ball club. Jack Cooke, in accepting the presentation, pledged

(Continued on Page 6)

National Theatres Surveys Ad Media Potency, Quizes Patrons

To determine the medium that influences the most attendance at movies, Elmer Rhoden, head of National Theatres, the prime exhibitor advocate of pre-selling pictures, turned loose a group of interviewers in Kansas City and Denver to quiz the patrons in connection with two outstanding holiday releases, 20th-Fox's "There's No Business Like Show Business" and Walt Disney's "20,000 Leagues Under the Sea."

On the Disney Show, which had the benefit of an hour's coast-to-coast telecast, the majority of the 21,335 patrons interviewed said they were attracted by the TV pitch. In the case of the 20th picture, which did not get the big TV break, the ticket buyers overwhelmingly credited the newspaper ads as the reason for their attendance.

Full report of the NT findings, offering a comprehensive analysis of newspapers, TV, word-of-mouth, trailers, radio, national and fan maga-

(Continued on Page 4)

NFB Spent $315,860 In 1954 With Private Firms States Annual Rep.

The National Film Board's annual report shows of the 181 films produced in 1954, 20 were produced by private firms on contract. NFB's total expenditure among private firms came to $315,860, about 10% of its entire expenditure. Other highlights of the report follows.

Films of the National Film Board were booked 11,447 times into Canadian theatres, an increase of 2,102 over the previous years. The majority of bookings — 7,659

(Continued on Page 7)

Keep your eyes on

JACK KENT COOKE

Eagle-Lyric Theatres Swift Current, Merge

A partnership formed over 28 years ago culminated on January 1 of this year, when M. C. Healy sold his interest in the Swift Current Amusement Company to F. J. Lundholm. Although the partner-

(Continued on Page 3)

Columbia Pictures Story Feb. 6 On Sullivan TV Show Across Canada

The story of Columbia Pictures, with particular emphasis on the company's forthcoming "The Long Gray Line," will be brought sharply to the attention of thousands of Canadians and more than forty million Americans Sunday, February 6, when Ed Sullivan's "Toast of the Town" television program, seen weekly in Canada over CBC-TV and in the U.S. on the 202 stations of the CBS, devotes its full hour to a presentation of "The Columbia Pictures Story."

Starred on the program, which will emanate live from New York,

(Continued on Page 3)

HARWOOD ELECTED

Pierre Harwood of Montreal was elected president of the Association of Motion Picture Producers and Laboratories of Canada. He succeeds W. J. Singleton, also of Montreal. Other officers: Graeme Fraser of Ottawa, vice-president; Donald M. McClymont, Ottawa, secretary-treasurer; directors, J. G. Keeley, Toronto; Harry Gulkin, Winnipeg; Lew Perry, Vancouver, and R. J. Jarvis, Montreal.

Jacob Smith, 74 Film Pioneer Dies

Jacob Smith, 74, motion picture theatre operator in Toronto for more than 50 years, died of a heart attack, Sun. Jan. 30 at his home, 1288 Queen St. West.

Mr. Smith was born in Kiev, Russia, and came to Toronto at an early age. He lived in the Parkdale area, where he operated the Kum-C Theatre for 45 years. In recent years he was associated with 20th

(Continued on Page 3)

Prison Riot Tie-in With 'Riot' Showing

It isn't often that a true-to-life event clicks with the playing of a current production but that is what happened last week in Charlottetown, PEI. It was the riot in the big Boston State prison that coin-

(Continued on Page 7)

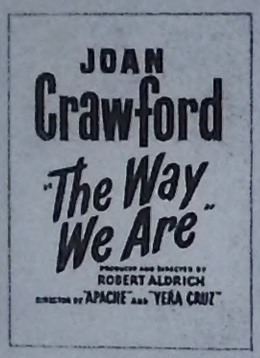
THE SEVEN YEAR RECORD

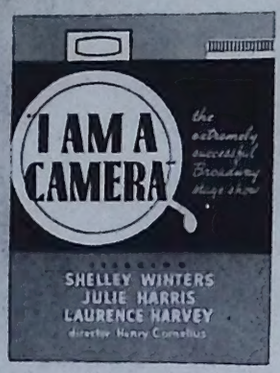
The Financial Post, January 29 listed the seven year record of a group of companies including Famous Players Canadian Corp.

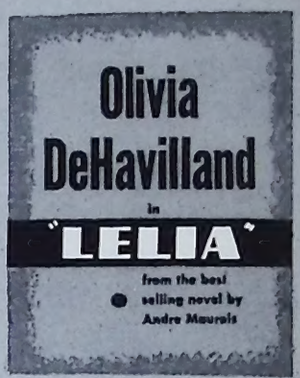
Dec. 1947 Price	Dec. 1950 Price	Recent Price	Change Since 1947	Change Since 1950
$17½	$16⅛	$27¾	+58.6	+72.1

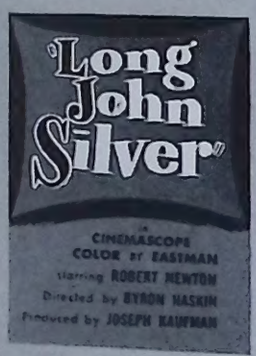
DISTRIBUTORS CORPORATION OF AMERICA

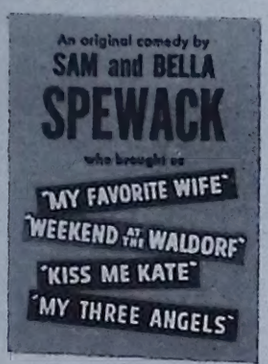
THE FIRST TEN FROM dca TOP PRODUCT ALL THE WAY!



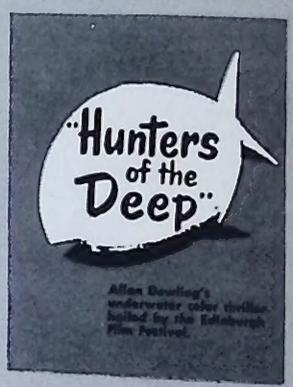


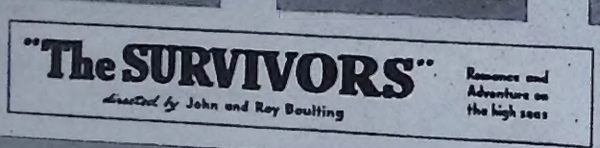






Finian's Rainbow
This picture will be produced as a full-length feature cartoon featuring the voices of
FRANK SINATRA as WOODY MAHONEY
BARRY FITZGERALD as the voice of FINIAN
and ELLA LOGAN as the voice of SHARON
Directed by JOHN HOUSEY





LOOMING BIG ON THE BOXOFFICE HORIZON!

DISTRIBUTORS CORPORATION OF AMERICA!

Distributed In Canada By

ALLIANCE FILMS LIMITED

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL • SAINT JOHN

EAGLE-LYRIC

(Continued from Page 1)

ship has been dissolved, there will be no change in the name of the firm. Vic Phaneuf, who has been assistant manager for the past year, has been moved up to manager under Mr. Lundholm.

A lot of past history has been recalled through the deal that merges the Eagle and Lyric theatres under one ownership. Both houses were built in the boom year of 1912, and have operated continuously over the past 43 years. The Eagle was built by the late J. C. Bertin, well known business man of that era, and leased to "Dad" Leach, who operated it until 1922 when M. C. Healy took it over.

The Lyric was built by a partnership comprising John Grinder, Jake Kruse and the McClenaghan Bros., who, in 1918, sold out to H. J. Allen of the Allen Theatre chain. The house was managed for five years by H. W. (Scotty) Wallace, who in 1923, was succeeded by Mr. Lundholm, who had been projectionist since 1919. When the Allen lease expired in 1925, Mr. Lundholm took it up and operated the theatre until the partnership with Mr. Healy was formed in September, 1926.

Mr. Phaneuf, the new manager, came to Swift Current in 1947, as an operator at the Eagle. He was formerly employed in the same capacity with the Grand Theatre in Regina.

Rex Shale Resigns

Rex Shale, for the past several years, Toronto district manager for Perkins Electric Company, has tendered his resignation to L. Bleakeley, Montreal, general manager of the company, effective immediately. In conversation with The Digest, Rex stated he wished to thank his many friends in the Trade for the wonderful support they have given him over the years, since he succeeded Len Hoffman in charge of the Toronto office of Perkins. Rex plans to take an extended vacation, and then to re-enter the Motion Picture Industry in one of its many branches.

A. Richardson has taken over Rex Shale's duties as Toronto manager for Perkins.

Safety Film Produced

In an effort to make sawmill workers more safety conscious British Columbia Lumber Manufacturers Association and the Workmen's Compensation Board, Vancouver are producing a $30,000 film.

Across the Country

Toronto and District

Montreal may steal Marilyn Bell from Toronto, according to reports from the Quebec Metropolis. The Lake Ontario champion is said to have decided to enter McGill University next fall for a course leading to a degree in physical education following her studies at Loretta Academy here.

• • •

Chief Barker Harry S. Mandell has called on the Crew and members for extra effort this year in support of Toronto Variety Tent No. 28 because 1955 marks the 10th anniversary of the founding of the one club in Canada.

"It would be highly appropriate," he said, "if this were the most outstanding year in our history from the point of view of general activities and fund raising."

• • •

A special performance was scheduled Jan. 31 at the Hollywood Theatre, Toronto, to raise funds for the sending of some 40 Boy Scouts to the World Jamboree who are unable to finance their own trip to the scene of the big International program next July at Niagara-On-the-Lake.

• • •

The Hamilton Theatre Managers Association, under the direction of President Duncan Campbell, is busy with preparations for a benefit performance under co-operation arrangements in aid of Variety Village. The Hamilton association made a substantial contribution to the Toronto Tent's project with a special show in 1953 and a revival is being planned.

Prairies

Ed Pohl, of Golden Prairie, has asked the Maple Creek, Sask., town council if lots are available for construction of a theatre and bowling alley to cost $75,000.

• • •

Shibley Enterprises, Ltd., of Radville, Sask., has opened a new theatre in that town, The Oasis. The $85,000 house, with 850-seat capacity, has a large screen, a cry room and "lovers seats" for two persons in each row. Official opening was conducted by Labor Minister C. C. Williams, of Regina.

• • •

A short feature of the Calgary Stampede, filmed by RKO-Pathe cameramen in 1953, was seen recently at the Palace theatre, Calgary, and a Calgary Herald reviewer termed it "probably the best thing ever done in this line." Another movie, "Stampede City," filmed in Technicolor and CinemaScope by 20th Century-Fox, has yet to make an appearance in the city.

• • •

Lawrence Cherry, of the National Film Board, Ottawa, has been in Regina and district recently directing a movie which concerns two Saskatchewan farm children and their efforts to get a pony. The script, with the working title "Appeal of The Horse," was written by Mr. Cherry, formerly of Yorkton, Sask.

• • •

Wide screen facilities have been installed in J.A. Vopni's Cinema theatre, Davidson, Sask., and a similar changeover is being made in Ted William's Gary theatre at Indian Head, Sask.

Maritimes

Mr. and Mrs. Mitchell Franklin and children left this week for Florida where they will spend a month visiting Mr. and Mrs. J. M. Franklin at their Miami home.

• • •

Mr. and Mrs. Duncan H. McDonald are leaving this weekend by

(Continued on Page 4)

COLUMBIA PICTURES

(Continued from Page 1)

will be many of the players currently featured in Columbia Pictures, as well as scenes from many of the great and successful Columbia films of the past — films such as "It Happened One Night," "Mr. Deeds Goes to Town," Lost Horizon," Mr. Smith Goes To Washington," "All the King's Men," "The Jolson Story," "Gilda," "Born Yesterday" and, more recently, "From Here To Eternity," "The Caine Mutiny" and "On the Waterfront."

Highlight of the program will be scenes from the Technicolor CinemaScope John Ford Production, "The Long Gray Line" which has its world premiere at the RKO Keith's, Washington, D.C., February 9 and opens in New York at the Capitol the following day.

Two of America's best-known singers will lend their talents to making this one of Sullivan's most memorable shows.

An indication of the importance Columbia attaches to the program can be found in the fact that many of the studio's stars are being flown in from Hollywood to appear on the program. Heading the list is Maureen O'Hara, co-starred in "The Long Gray Line" with Tyrone Power, and others include Harry Carey, Jr., Donald Crisp, Dianne Foster, Robert Francis, Gloria Krieger, Jack Lemon, Bill Leslie, Kim Novak and Betsy Palmer, many of whom are featured in the film.

JACOB SMITH

(Continued from Page 1)

Century Theatres in the operation of the Odeon, Parkdale, Pix, Revue and Kum-C theatres. A member of the Canadian Picture Pioneers, he was also active in the Variety Club. The club honored him recently on the occasion of the golden anniversary of his marriage to Rose Rother.

Mr. Smith was also a member of Beth Tzedec Synagogue and an honorary life member of the Toronto Hebrew Benevolent Society.

He leaves his wife; two daughters, Mrs. Sydney V. Roth and Mrs. Monte C. Beder, both of Toronto; two sisters, Mrs. H. Freedman and Mrs. B. Sable, Toronto; and two half-brothers, William Sable, Buffalo, and Henry Sable, Toronto.

Funeral service at the Beth Tzedec University Ave. Synagogue, Monday, Jan. 31, at 1 p.m. Interment Beth Tezdec Memorial Park. Shiva at 177 Hawarden Cres.

THE CANADIAN MOVING PICTURE DIGEST, Entered as Second Class Matter. Jay L. Smith, Editor-in-Chief; Max Chic, Associate Editor. Correspondents: Bruce Peacock, Regina, Sask.; Jack Droy, Vancouver, B.C.; Will McLaughlin, Ottawa, Ont.; Bill Press, Toronto, Ont.; Helen Crowley, St. John, N.B. Address all mail to the Publisher, Canadian Moving Picture Digest Company, Limited, 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Established 1915. Publication weekly. Subscription: $5.00 yearly.

NATIONAL THEATRE SURVEYS

(Continued from Page 1)

zines and critics in influencing moviegoing, shows the following results on "There's No Business Like Show Business":

	Newspaper	TV	Word-of-Mouth	Trailers	Nat'l Mags.	Radio	Critics
Kans. City	1512	126	192	212	95	104	33
Denver	3289	741	770	312	195	211	....
Total	4801	867	962	524	290	315	33

The percentages on the above figures are as follows:

Kans. City	66.5	5.5	8.4	9.3	4.2	4.6	1.5
Denver	59.6	13.4	14.1	5.6	3.5	3.8	....
Total	61.6	11.1	12.3	6.7	3.7	4.0	.4

"In analyzing the above interviews," says the NT report, "we find that the leading media are newspapers. Next to newspapers comes the word-of-mouth advertising, then TV. In Denver, the TV station used the 12 shots carried at station breaks. In Kansas City they used two shots on each of two TV stations. Kansas City also went heavy on radio advertising in a tie-up with Decca dealers.

"One rather strange result is the few people who were influenced by the motion picture critic's review in Kansas City, where he was quite high in his praise of the picture."

In the case of "20,000 Leagues Under the Sea," the tabulation follows:

	Newspaper	TV	Word-of-Mouth	Trailers	Nat'l Mags.	Radio	Critics
Kans. City	2852	2389	1164	590	427	43	61
Denver	1898	2819	431	332	398	139	....
Total	4750	5208	1595	922	825	182	61

The percentages on the above figures are as follows:

Kans. City	37.9	31.7	15.5	7.8	5.7	.6	.8
Denver	31.5	46.9	7.2	5.5	6.6	2.3	....
Total	35.1	38.5	11.8	6.8	6.1	1.3	.4

The NT report continues:

"From the above figures you can see that the predominant advertising medium was TV, which proves conclusively the effectiveness of the one-hour broadcast on '20,000 Leagues' carried on the 'Disneyland' program. Second in importance was newspapers, with word-of-mouth running third; then came trailers, national magazines, and radio. Again, we find the critic's review, while very enthusiastic, had very little influence compared to the other media.

"For ready comparison, we list below a summary of the interviews (percentage wise) on both pictures, combining the results of Kansas City and Denver:

	Newspaper	TV	Word-of-Mouth	Trailers	Nat'l Mags.	Radio	Critics
"Show Business"	61.6	11.1	12.3	6.7	3.7	4.0	.4
"20,000 Leagues"	35.1	38.5	11.8	6.8	6.1	1.3	.4

"The above tabulation very clearly illustrates the importance of the national TV campaign on '20,000 Leagues Under the Sea.' It should be made clear that we of National Theatres did not require this sampling of advertising media to convince us that '20,000 Leagues' was pre-sold by TV. However, we wanted to document our belief with actual proof so that we could give this industry a report that we feel is authentic, reliable and constructive. The opinion of our managers and district managers is that the type of TV advertising on 'Show Business,' particularly that portion shown on the Ed Sullivan TV program, did not sell the picture. It fell short in that it conveyed a big specatcle Technicolor musical on a small black-and-white TV screen, and as a consequence did not give the TV audience a fair appraisal of a great musical. On the other hand, it's the opinion of the theatre managers and disrtict managers that the approach given by the Disney organization for the one-hour broadcast on '20,000 Leagues' was superior in that one-half hour was spent in showing the difficulties of filming the picture; technical problems were described, and inasmuch as it was an action type of film the shots of the picture on TV were intriguing and fascinating and did not have the tendency of playing down the bigness of the picture.

"As you study the results of the research, you find that the actual value of national magazine advertising, while of importance, is not too great. Under ordinary circumstances, the percentage of patrons induced by trailer advertising should have been double what this report shows, however, the trailers on both of these pictures were presented during the pre-Christmas holiday weeks and did not show to average audiences such as would have been the case had the picture played other than at Christmas time.

"In conclusion of this report, we make the following recommendations to producers and distributors:

"That they utilize TV to a greater degree in the pre-selling of motion pictures. That it be done on programs having established high listening ratings, and that the selling approach be one of more descriptive matter, intimate stories in connection with the production, the appearances of personalities playing in the picture, and only such shots from the picture as would show up to the benefit of the picture itself. Scenes from the picture must be chosen with great care, keeping in mind that the TV screen has its limitations, and you can very easily play a picture down instead of playing it up.

"Our observations on the value of local TV is that it has value, but is far too costly for the results. A specific example of the value of local TV might be found in the comparison given in Denver versus Kansas City on 'There's No Business Like Show Business.' In Denver, where shots were carried at station breaks, in addition to the national television, 14.4 percent of the patrons indicated they came to the theatre as a result of watching television; whereas in Kansas City there were only two shots shown on two local TV stations, and 5.5 percent of the patrons indicated they were influenced by television.

"Today the opportunity of long-range selling by the exhibitor is next to impossible and we must rely upon the producers' national advertising campaigns to pre-sell. We believe that the data furnished from these two pictures is conclusive proof that there was a dynamic long-range selling campaign on '20,000 Leagues' whereas 'Show Business' did not have that opportunity."

Across the Country

(Continued from Page 3)

car to take up residence in Montreal. Mr. McDonald is assuming management of the Montreal office of General Theatre Supply Company, succeeding Mr. H. Burko, who has been transferred to the Toronto office.

Vancouver

Myron McLeod, operator of the Patricia, Powell River, was on film row. Business is on the light side in the pulp town upcoast from here, McLeod reports.

• • •

FPCC and local union 882 have concluded an agreement covering engineers employed in the D-T theatres. The two-year pact gives the workers a 3% increase the first year and an additional 2% in the second. Other amusement unions are working on new contracts with the two circuits.

• • •

Ivan Ackery, Orpheum, and Dick Letts, Strand, made some excellent tie-ins with plenty of store windows and radio station breaks for their showings of "Young at Heart" and "Vanishing Prairie."

• • •

Drayton Valley, Alberta, businessmen are planning a 500-seat, $70,000 theatre in the farming community. It is the town's first 35 mm. and was formerly serviced by a 16 mm. circuit.

• • •

Jack Ellis, who left Odeon a year ago to manage two Moose Jaw houses, is back on the coast with Odeon, awaiting a new assignment. E. G. Forsyth, assistant general manager of Odeon Theatres here on the Pacific coast for the past month on inspection tour of B.C. theatres, has left for Toronto.

Republic Dividend

A dividend of twenty-five cents per share on preferred stock, payable April 1st, 1955, to stockholders of record as of the close of business on March 10th, 1955, was declared January 27th by the Board of Directors of Republic Pictures Corp. at a meeting held at the company's offices at 1740 Broadway, New York City, New York.

IATSE Board Meets In Hamilton February 15

The International Alliance of Theatrical Stage Employees will hold its regular mid-winter meeting of the general executive board on Feb. 15.

Session will be held in Canada at the Royal Connaught Hotel, Hamilton, Ontario.

1955 Famous Players 25 Year Club Inductions

DEAR JOHN:

WISH I COULD BE WITH YOU AT THE CELEBRATION TONIGHT MARKING THE THIRTY-FIFTH ANNIVERSARY OF FAMOUS PLAYERS. THE INDUCTION OF 33 NEW MEMBERS FROM EASTERN CANADA INTO THE TWENTY-FIVE YEAR CLUB MAKES THE OCCASION DOUBLY IMPORTANT.

IT IS HARD TO BELIEVE THAT THE CLOSE AND WARM RELATIONSHIP BETWEEN PARAMOUNT PICTURES AND OUR ASSOCIATES AND PARTNERS IN FAMOUS PLAYERS NOW SPANS A PERIOD OF THIRTY-FIVE YEARS. THAT THEY HAVE BEEN HAPPY AND PROSPEROUS ONES SPEAKS ELOQUENTLY FOR THE ENTERPRISE OF YOUR ORGANIZATION AND PARTICULARLY OF YOUR OWN OUTSTANDING LEADERSHIP.

I AM THRILLED, JOHN, THAT YOU, RUBE BOLSTAD, MORRIS STEIN, MORT MARGOLIUS, JIM NAIRN, ERNEST COUSINS, THE GANETAKOS, BILL LESTER, BILL SUMMERVILLE, SR. AND ALL OF THE OTHER NEW MEMBERS TO BE INDUCTED TONIGHT, HAVE NOW REACHED THE QUARTER CENTURY MARK IN LOYAL SERVICE AND ACTIVE ASSOCIATION WITH FAMOUS PLAYERS. MY SINCEREST CONGRATULATIONS TO YOU AND TO THEM, AND MY VERY SINCERE GOOD WISHES THAT AHEAD MAY LIE MANY MORE YEARS OF HAPPY PARTICIPATION IN THE AFFAIRS OF THE CANADIAN BRANCH OF THE PARAMOUNT FAMILY.

KINDEST REGARDS

—BARNEY BALABAN

JIMMY NAIRN:

ONE OF THE HAPPIEST OCCASIONS FOR ME IS TO SEND MY MESSAGE OF CONGRATULATIONS TO THE NEW MEMBERS OF THE TWENTY FIVE YEAR CLUB. LOYALTY TO AND CONSTANT EFFORT IN BEHALF OF OUR COMPANY FOR A PERIOD OF TWENTY FIVE YEARS IS DEEPLY GRATIFYING AND ENCOURAGING TO ME. I AM EVER AWARE THAT ONLY WITH SUCH SUPPORT CAN OUR HIGH PLACE IN THE MOTION PICTURE INDUSTRY BE SUSTAINED. MY HEARTIEST AND BEST WISHES TO EACH AND EVERY NEW MEMBER. MAY HIS MEMBERSHIP BE A LONG AND GRATIFYING ONE.

—ADOLPH ZUKOR

DEAR JOHN PLEASE CONVEY TO MY DEAR FRIENDS WHO ARE ENTERING THE FAMOUS PLAYERS 25 YEAR CLUB MY CONGRATULATIONS AND WARMEST GOOD WISHES WITH SPECIAL GREETINGS TO RUBE, MORRIS STEIN, JIM NAIRN, ERNEST COUSINS, MORT MARGOLIUS, BILL LESTER, BILL SUMMERVILLE, GEORGE AND JOHN GANETAKOS MY WIFE JOINS ME IN BEST WISHES TO YOUR GOOD SELF

—AUSTIN C KEOUGH

DEAR JOHN WE WELCOME YOU RUBE MORRIS JIMMY THE UNITED AMUSEMENT CONTINGENT AND ALL THE OTHER INDUCTEES TO OUR TWENTY FIVE YEAR CLUB SINCERELY.

—LOUIS, JULE AND HERB

On the Beam

(Continued from Page 1)

himself to continue to work hand-in-glove with the Variey Club on every possible occasion, to further that organization's great charitable program.

While on the subject of Variety, we note with interest the reports in the daily press that George Formby, famed British comedian, who retired at the heighth of his career, has contacted Ernie Rawley, Variety Club Canvasman, and offered to make a personal appearance tour in aid of Variety Village.

Present plans call for a mammoth stage show, headed by the musical hall star, at Maple Leaf Gardens, Toronto, May 9th, followed by similar shows at Montreal, Ottawa, Hamilton, Kitchener and London. All profits from the shows will go to Variety Village, and Formby's services will be donated without charge.

The last time George Formby appeared in Canada, was in response to an appeal from his good friend Ernie Rawley, to do a benefit show for Winnipeg flood relief in May 1950. At that time, Formby not only donated his services but paid his own travelling expenses, and at his appearance at Maple Leaf Gardens, drew a crowd of 15,000 cheering fans.

Only my inherent modesty, which all of you know is inherited, keeps me from publishing the many flattering comments I have heard in recent weeks in regard to The Digest and especially in respect to our recent Christmas Holiday Edition, and the more recent issue in honor of Famous Players' 25-Year Club. I am well aware that many members of the Industry felt that the passing of Ray Lewis, spelled the finish of The Digest. I would be worse than a fool if I did not feel gratified at the reception the NEW Digest has received from all branches of the Industry, both here and in the U.S.

Last July I appealed for your assistance and support to keep The Digest the vibrant and powerful medium of service to the Industry that it had been for 39 years. Now I can thank all of you, our advertisers, our subscribers and our ever-growing list of readers, for that support and encouragement which you have been so generous in giving us. Incidentally, if you have not already done so, please send in your subscription cheque for 1955.

RKO Readies Release Of 25 Top Features

Twenty-one indepedently made pictures plus four top-budgeted RKO productions are scheduled for release at this time by RKO, according to an announcement made in New York by Walter Branson, world-wide sales manager.

Among the indies set to release through the company's facilities are: Edmund Grainger's Ram Productions; Benedict Bogeaus, David Butler Productions; the King Brothers, and Nat Holt Productions.

Ram's first two will be "Treasure of Pancho Villa" and "Oh, Promised Land," both to be in Super-Scope and Technicolor.

Para. In Full Gear Readies 12 Features

The Paramount Studio has started the new year at a lively production pace, the latest analysis of activity showing seven major pictures in the cutting rooms, four shooting and another set to go before the cameras shortly.

All the pictures with the exception of one, "Mambo," which Ponti-Laurentis produced in Italy for Paramount, are in VistaVision. All but two of the eleven VistaVision pictures covered in the production breakdown are in Technicolor as well.

Pictures editing include: Alfred Hitchcock's "To Catch a Thief," starring Cary Grant and Grace Kelly, and "The Trouble With Harry," with Edmund Gwenn and John Forsythe; Bob Hope's new starrer, "The Seven Little Foys;" Martin and Lewis' "You're Never Too Young;" Hal Wallis' "The Rose Tattoo," top-billing Burt Lancaster and Anna Magnani; "Lucy Gallant," William H. Pine and William C. Thomas production starring Jane Wyman and Charlton Heston, and "Mambo," starring Silvana Magnano. "The Rose Tattoo" is in black-and-white VistaVision.

The cameras are rolling on Panama-Frank's Danny Kaye comedy, "The Court Jester;" Frederic Brisson's Rosalind Russell starrer, "The Girl Rush;" "The Vagabond King," starring Kathryn Grayson and Oreste Kirkop, and "The Desperate Hours," William Wyler's black-and-white VistaVision production starring Humphrey Bogart and Frederic March.

"Artists and Models," Hal Wallis production starring Dean Martin and Jerry Lewis, is slated to go before the VistaVision Technicolor cameras next month.

JARO In Full Swing With VistaVision Pics

In a statement outlining 1955's studio programme for the J. Arthur Rank organization, managing director Mr. John Davis announced that many future productions from the Pinewood and Ealing studios would be made in VistaVision.

The new high definition system will be made on location in several parts of the world, and the big stories promise a wealth of comedy, romance, drama and excitement. Every taste will be catered for in this outstanding line-up which, even now, is not complete.

The first film to be made at Pinewood in the new medium will be the romantic comedy, "Value For Money," which will be in Eastman Colour, by Ken Annakin. This gay story of a hard-headed business man who finds his romance in danger of being wrecked by the attentions of a glamorous show girl is to be produced by Sergei Nolbandov.

Universal's Net Up

Despite substantially larger taxes, consolidated net earnings of Universal Pictures Company, Inc., increased to $3,797,688 in the fiscal year ended last October, from $2,616,356 for the preceding fiscal year.

The net, which is after providing $5,600,000 for taxes, is equal to $3.58 a common share, compared with $2.35 a share in the prior year when taxes were $3,863,000.

Film rentals and sales reached a record $77,887,688 and compared with $70,490,254, the year before.

Variety Club Report

Barkers of the Toronto Variety Tent have received an excellent report on the club's financial position from Dough Boy Dan Krendel which shows a small net profit for the past fiscal year during which more than $45,000 was raised for the Heart Fund.

Apart from the benefit baseball game, again the big revenue producer for Variety Village, receipts were recorded in the 12 months from six managers' organizations for benefit shows, these being 20th Century Theatres, Niagara Peninsula, Belleville, Brantford, Peterborough and Guelph Managers Associations.

Net proceeds from the Altman scrap-metal drive totalled $3,600 in the year which ended Oct. 31. The cost of operating Variety Village during the year was practically equal to the receipts from fund-raising events and donations.

Columbia Dividend

Columbia Pictures Corporation announces that the Board of Directors at a meeting held Tuesday, January 25, 1955 declared a cash dividend of 50c per share on the Common Stock and Voting Trust Certificates for Common Stock of the corporation payable February 25, 1955 to stockholders of record at the close of business February 9, 1955.

It also declared a 5% stock dividend on the Common Stock and Voting Trust Certificates for Common Stock of the corporation payable March 31, 1955 to stock holders of record at the close of business February 9, 1955.

AMUSEMENT STOCK QUOTATIONS

For Week Ending January 29th, 1955

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
28⅞	19	Fam. Players 1.60x	1250	28	27¾	28	-|- ¼
		N.Y. STOCK EXCHANGE					
25¼	14½	Am Br-Par	637	25¼	23	24⅞	-|-1½
38	19¾	Col Pict 1¼r	163	38	34¼	38	-|-3⅜
18⅛	9¼	Decca Rec .70	251	15½	15	15¼	
22	13¼	Loew's .90e	525	20⅜	19¼	20⅜	-|- ½
40⅜	26⅛	Para. Pict. 2	140	39⅛	37¼	38¼	-|-1⅛
7¼	3	Republic Pictures	114	6⅞	6⅝	6⅝	
8⅞	2⅞	RKO Pictures	108	8¼	7⅝	8	-|- ⅜
10⅛	4½	RKO Thea. .20g xd	119	9⅜	9⅛	9⅛	
20⅜	11⅛	Stan. War. .95e	85	19⅞	19⅜	19¾	-|- ¼
31⅝	18¼	Twent. Cen. 1.60a	230	30	28½	29¾	— ¼
32¼	18½	Univ. Pict. 1a	46	30¼	29¼	30	-|- ½
21⅛	13⅝	Warn. Bros. 1.20	50	19½	18⅞	19⅛	— ⅛
		AMERICAN STOCK EXCHANGE					
6	3⅝	Allied Art. .10g	54	4⅞	4¾	4⅞	

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	
Skyway Drive-In Theatre	1.25	$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.25

Quotations, Courtesy of

J. H. CRANG & CO.

40 Adelaide W., Toronto

NFB REPORT

(Continued from Page 1)

—was for the Canada Carries On series. The Eye Witness series was second with 3,368 bookings. Special and spot bookings totalled 412, and there were eight bookings of 16 mm. films. There were 10,191 bookings of English films and 1,256 bookings of French films. The increase over the previous year was maintained, largely due to increases in C.C.O. and Eye Witness bookings, in spite of a falling off in bookings of Royal Journey from 701 to 60 in 1953-54.

The Board's films were also booked into theatres abroad. Total bookings came to 21,505, an increase of 33 per cent over the 1952-53 figure of 16,159.

Theatrical bookings of NFB films abroad:

	1952-53	1953-54
United States	8,810	15,204
United Kingdom	6,094	3,157
Europe	901	3,029
Other	354	115

Staff at March 31, 1954 was 548 compared to 533 at the end of the previous fiscal year.

One hundred and eighty-one films of one reel or more were completed, compared to 143 in 1952 53. In addition, newsclips, trailers and news stories brought the total to 251 films of all types compared to 214 the previous year.

Twenty films were completed on contract by private firms, compared to 19 the year before.

Thirty-two filmstrips were produced, compared to 90.

The total non-theatrical attendance in Canada was 14,084,322, compared to 13,250,227. Theatrical bookings in Canada totalled 11,447, compared to 9,345 Theatrical bookings abroad were 21,505, up 33 per cent from the previous year's 16,159. Television bookings abroad came to 2,019 compared to 1,799.

The Board produced 66 films for television.

The Board's total income was $4,008,421. Expenditure was $3,-859,497.

Walter Clark Dies

The death has occurred at Toronto of Walter C. Clark who was one of the first neighborhood theatre owners here, this being the Idle Hour on Queen Street East, near Parliament Street.

Mr. Clark, who was in his 68th year, early became interested in the electrical business and eventually was the president of an appliance company. He was widely known in theatrical circles for his trick stage props, manipulated by electricity, which were used by William C. Fields, Houdini and others.

Fortune Magazine Features Film Biz

The February issue of "Fortune" magazine, features a comprehensive article on recent and current developments in the industry, accurately reported by writer Freeman Lincoln.

Titled, "The Comback of the Movie," the article reviews industry fortunes from the wartime boom which reached a peak in 1946 and 1947, the decline thereafter and the current upswing, begun in 1953.

"Just about broke two years ago, the movies right now are riding one of their biggest booms," an introduction states. "Some exhibitors are screaming about shortage of product, but for producers the 'scarce,' big screen, 'big' picture is a bonanza bigger than their dreams."

"The present upsurge of the movies is not merely a recovery," the writer observes; "it is a major boom."

Y. Frank Freeman, Paramount studio head, is quoted on the fewer-but-bigger production policy; Alfred Starr of Nashville and Leonard Goldenson, head of American Broadcasting-Paramount Theatres, on the product shortage. Goldenson thinks "not only that there are too few little pictures, but that the business could use twenty-five more big pictures. He believes they will soon be supplied."

Arthur Krim, president and Robert Benjamin, board chairman, United Artists, describe their company's procedure in backing independent producers and their reasons for maintaining a release schedule approximately twice as large as that of some other major companies. Milton R. Rackmil, Universal president, voices his confidence in the industry and relates the success the company has had with "small" pictures and unreduced production schedules.

It is an understanding, concise presentation of the industry's current position and should be exceptionally informative to most members of "Fortune,'s" audience.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
4th week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

SHEA'S
Drum Beat (WB) C'Scope & Warner-Color with Alan Ladd.

ODEON
The Beachcomber ((JARO) Tech. with Glynis Johns.

HYLAND & CHRISTIE
2nd week. Romeo and Juliet (JARO) Tech. with Susan Shentall.

LOEW'S
Second week. Vera Cruz (UA) Tech. and SuperScope with Gary Cooper.

UPTOWN
Destry (E-U) Tech. with Audie Murphy.

TOWNE CINEMA
6th week. The Vanishing Prairie (E-U) in Technicolor.

MONTREAL

CAPITOL
2nd week. Black Widow (20th-Fox) C'Scope and color with Ginger Rogers.

LOEW'S
3rd week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

PALACE
There's No Business Like Show Business (20th-Fox) C'Scope and Color with Ethel Merman.

PRINCESS
Crest of the Wave (MGM) with Gene Kelly.

KENT
Romeo and Juliet (JARO) Tech. with Susan Shentall.

SNOWDON-OUTREMONT-STRAND-SAVOY
Sign of the Pagan (E-U) C'Scope and Tech. with Jeff Chandler.

CALGARY

CAPITOL
3rd week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

PALACE
Deep In My Heart (MGM) Color with Jose Ferrer.

UPTOWN
The Black Knight (Col.) Tech. with Alan Ladd.

GRAND
Three Hours to Kill (Col.) Tech. with Dana Andrews.

WINNIPEG

CAPITOL
3rd week. Brigadoon (MGM) C'Scope and Color with Gene Kelly.

MET
2nd week. Black Widow (20th-Fox) C'Scope and DeLuxe Color with Ginger Rogers.

ODEON
Romeo and Juliet (JARO) Tech. with Susan Shentall.

GAIETY
The High and the Mighty (WB) C'Scope and WarnerColor with John Wayne.

VANCOUVER

CAPITOL
3rd week. A Star Is Born (WB) C'Scope and Tech with Judy Garland.

VOGUE
Romeo and Juliet (JARO) Tech. with Susan Shentall.

ORPHEUM
Green Fire (MGM) C'Scope and Color with Grace Kelly.

PLAZA & FRASER
Sitting Bull (UA) C'Scope and Color with Dale Robertson.

STRAND
The Vanishing Prairie (RKO) Tech.

ST. JOHN

PARAMOUNT
2nd week. The Last Time I Saw Paris (MGM) Tech. with Elizabeth Taylor and Van Johnson.

STRAND
Destry (E-U) Tech. with Jeff Chandler.

CAPITOL
The Violent Men (Col.) C'Scope and Tech. with Glenn Ford.

PRISON RIOT

(Continued from Page 1)

cided with the week-end feature playing at the Prince Edward theatre—"Riot In Cell Block 11," an Allied Artists production.

The theatre's office radio brought the first news break at 11 a.m. and the alert manager, Mr. G. A. Walters, immediately telephoned both Charlottetown newspapers mentioning his theatre's week-end attraction and pointing out that the Boston prison break happened to be identical with the story of the movie, at the same time soliciting their co-operation.

While most newspapers in Prince Edward Island carried the story with subheads on the front page, the "Patriot" newspaper gave it top billing in their afternoon edition. The theatre's first advertisement of the picture appeared next day, and the Guardian newspaper carried a special story on the city page referring to the movie. Again on Thursday and Friday both newspapers gave the Boston break top billing.

Using the front page of both newspapers the resourceful Mr. Walters (who incidentally was a scribe on a Halifax newspaper before joining the ranks of the F. G. Spencer Co. some thirteen years ago) added advertising clips from the pressbook with play dates and taped these pages to the display windows of most of Charlottetown's downtown stores. The Prince Edward's theatre advertisement on Thursday and Friday also carried reference to the story headlined on page one.

Maritime Exhibitor Mayor For 3rd Time

Mr. Bruce H. Yeo, prominent motion picture exhibitor in Prince Edward Island, was returned to the office of Mayor of Montague by acclamation at civic nomination proceedings held recently in Montague. Mayor Yeo now enters his third term as chief magistrate of the town of Montague. His career in public office has been an outstanding one. It was during his term that a major street paving project was undertaken, and which today, although not completed, stands as a monumental work to his energy and enterprise. During his term of office also, the final outstanding debentures on the concrete pavement in the town were paid off, and at the present time Mayor Yeo has inaugurated a new program of sidewalk construction.

3 Profit Pictures from Cardinal

AVAILABLE NOW!

Profit Picture #1

TOO EAGER! TOO INNOCENT! and far, far TOO WILLING!

THEY WERE SO YOUNG

LIFE IN THE RAW . . . ON A FLOATING PALACE OF PLEASURE!

SCOTT **BRADY**

JOHANNA **MATZ** · RAYMOND **BURR**

Produced and Directed by **KURT NEUMANN** who gave you "CARNIVAL STORY"
Screenplay by Felix Luetzkendorf and Kurt Neumann
A CORONA FILMS Production

FILMED FOR WIDE SCREEN!

Profit Picture #2

WILD RAIDERS OF THE TROPIC SEAS!

the BLACK PIRATES

FILMED FOR WIDE SCREEN!

starring **Anthony DEXTER** • **Martha ROTH** • **Lon CHANEY** • **Robert CLARKE** • **Victor Manuel MENDOZA**
Produced by ROBERT L. LIPPERT, Jr. • Directed by ALLEN MINER • Screenplay by Fred Freiberger and Al C. Ward
A SALVADOR FILMS PRODUCTION

Profit Picture #3

SCREAMING EXCITEMENT...

RICHARD CONTE IN A RACE FOR LIFE

FILMED FOR WIDE SCREEN

co-starring **MARI ALDON** with **GEORGE COULOURIS** • **PETER ILLING** • **ALEC MANGO**

Executive Producer MICHAEL CARRERAS • Producer MICKEY DELAMAR • Directed by TERENCE FISHER
Screenplay by RICHARD LANDAU • From the novel by Jon Manchip White
A HAMMER PRODUCTION

Cardinal Films Limited

VANCOUVER. CALGARY — WINNIPEG — TORONTO — MONTREAL — SAINT JOHN